

| ADI (rank)   | 1984 households (000) |     |     | ADI (rank)                               | 1984 households (000) |     |       |
|--|-----------------------|-----|-----|--|-----------------------|-----|-------|
|  | ABC                   | CBS | NBC |  | ABC                   | CBS | NBC   |
| Charlottesville, Va.† (Richmond, Va.)              | —                     | —   | 7   | Las Vegas (99)                           | 29                    | 36  | 35    |
| Chattanooga (80)                                   | 54                    | 53  | 57  | Laurel-Hattiesburg, Miss. (168)          | —                     | —   | 30    |
| Cheyenne, Wyo. (190)                               | —                     | 19  | —   | Lexington, Ky. (76)                      | 44                    | 64  | 47    |
| Chicago (3)  | 476                   | 431 | 515 | Lima, Ohio (196)                         | —                     | —   | 18    |
| Chico-Redding, Calif. (140)                        | 29                    | 25  | —   | Lincoln-Hastings-Kearney, Neb. (90)      | 27                    | 56  | 15    |
| Cincinnati (27)                                    | 108                   | 125 | 110 | Little Rock, Ark. (56)                   | 79                    | 78  | 71    |
| Clarksburg-Weston, W.Va. (165)                     | —                     | 24  | 21  | Los Angeles (2)                          | 558                   | 493 | 614   |
| Cleveland (11)                                     | 251                   | 232 | 259 | Louisville, Ky. (45)                     | 60                    | 98  | 99    |
| Colorado Springs-Pueblo (105)                      | 45                    | 42  | 34  | Lubbock, Tex. (128)                      | 21                    | 28  | 26    |
| Columbia, S.C. (88)                                | 31                    | 39  | 81  | Macon, Ga. (142)                         | 20                    | 41  | 17    |
| Columbia-Jefferson City, Mo. (145)                 | 27                    | 30  | 19  | Madison, Wis. (107)                      | 32                    | 50  | 38    |
| Columbus, Ga. (115)                                | 48                    | 47  | 20  | Manchester, N.H.† (Boston)               | 28                    | —   | —     |
| Columbus, Ohio (34)                                | 106                   | 138 | 117 | Mankato, Minn. (207)                     | —                     | 15  | —     |
| Columbus-Tupelo, Miss. (137)                       | 13                    | 28  | 46  | Marquette, Mich. (186)                   | —                     | 20  | —     |
| Corpus Christi, Tex. (125)                         | 35                    | 28  | 29  | McAllen-Brownsville, Tex. (117)          | 32                    | 31  | 23    |
| Dallas-Fort Worth (8)                              | 246                   | 244 | 235 | Medford, Ore. (155)                      | 11                    | 19  | 25    |
| Davenport, Iowa-Rock Island-Moline, Ill. (74)      | 54                    | 57  | 68  | Memphis (41)                             | 76                    | 115 | 110   |
| Dayton, Ohio (49)                                  | 71                    | 110 | 70  | Meridian, Miss. (169)                    | 26                    | 11  | 6     |
| Denver (19)  | 163                   | 132 | 164 | Miami (14)                               | 160                   | 190 | 178   |
| Des Moines (66)                                    | 50                    | 75  | 65  | Milwaukee (29)                           | 108                   | 106 | 115   |
| Detroit (7)  | 299                   | 274 | 313 | Minneapolis-St. Paul (13)                | 166                   | 191 | 143   |
| Dothan, Ala. (161)                                 | 10                    | 46  | —   | Minot-Bismarck-Dickinson, N.D. (144)     | —                     | 29  | 37    |
| Dubuque, Iowa† (Cedar Rapids-Waterloo, Iowa)       | 6                     | —   | —   | Missoula-Butte, Mont. (149)              | —                     | 26  | 24    |
| Duluth, Minn.-Superior, Wis. (119)                 | 30                    | 34  | 30  | Mobile, Ala.-Pensacola, Fla. (61)        | 59                    | 86  | 74    |
| El Centro, Calif.-Yuma, Calif. (179)               | 5                     | —   | 8   | Monroe, La.-El Dorado, Ark. (113)        | 15                    | 68  | 26    |
| El Paso, Tex. (97)                                 | 33                    | 28  | 43  | Montgomery, Ala. (120)                   | 22                    | 23  | 66    |
| Elmira, N.Y. (166)                                 | 11                    | —   | 14  | Nashville, Tenn. (31)                    | 80                    | 139 | 129   |
| Erie, Pa. (135)                                    | 24                    | 24  | 39  | New Orleans (33)                         | 91                    | 133 | 112   |
| Eugene, Ore. (128)                                 | 30                    | 29  | 14  | New York (1)                             | 883                   | 920 | 1,016 |
| Eureka, Calif. (182)                               | 9                     | 10  | —   | Norfolk-Portsmouth, Va. (46)             | 77                    | 87  | 82    |
| Evansville, Ind. (87)                              | 53                    | 41  | 38  | North Platte, Neb. (209)                 | —                     | —   | 7     |
| Fargo, N.D. (102)                                  | 33                    | 33  | 34  | Odessa-Midland, Tex. (146)               | 24                    | 29  | 23    |
| Flagstaff, Ariz. (205)                             | —                     | —   | 9   | Oklahoma City (36)                       | 78                    | 101 | 90    |
| Flint-Saginaw-Bay City, Mich. (58)                 | 80                    | 38  | 93  | Omaha (72)                               | 73                    | 66  | 67    |
| Florence, S.C. (148)                               | 22                    | 56  | —   | Orlando-Daytona Beach, Fla. (30)         | 113                   | 113 | 112   |
| Florence, Ala.† (Huntsville-Decatur, Ala.)         | —                     | —   | 7   | Ottumwa, Iowa-Kirkville, Mo. (202)       | 17                    | —   | —     |
| Fort Myers-Naples, Fla. (112)                      | 18                    | 45  | 32  | Paducah, Ky.-Cape Girardeau, Mo. (73)    | 32                    | 75  | 61    |
| Fort Smith, Ark. (147)                             | 17                    | 30  | 17  | Palm Springs, Calif. (187)               | 7                     | —   | 5     |
| Fort Wayne, Ind. (96)                              | 39                    | 39  | 42  | Panama City, Fla. (176)                  | 20                    | —   | 25    |
| Fresno, Calif. (65)                                | 48                    | 56  | 55  | Parkersburg, W.Va. (198)                 | —                     | —   | 7     |
| Gainesville, Fla. (174)                            | 17                    | —   | —   | Peoria, Ill. (98)                        | 35                    | 38  | 42    |
| Glendive, Mont. (211)                              | —                     | 1   | —   | Philadelphia (4)                         | 490                   | 421 | 432   |
| Grand Junction, Colo. (184)                        | 8                     | 14  | —   | Phoenix (23)                             | 121                   | 130 | 101   |
| Grand Rapids-Kalamazoo, Mich. (40)                 | 57                    | 86  | 88  | Pittsburgh (12)                          | 247                   | 217 | 167   |
| Great Falls, Mont. (177)                           | 13                    | 14  | —   | Portland, Ore. (24)                      | 111                   | 114 | 105   |
| Green Bay, Wis. (68)                               | 60                    | 59  | 60  | Portland-Poland Spring, Me. (78)         | 48                    | 40  | 50    |
| Greensboro-Winston Salem-High Point, N.C. (51)     | 78                    | 100 | 87  | Presque Isle, Me. (201)                  | —                     | 7   | —     |
| Greenville-New Bern, N.C. (99)                     | 33                    | 54  | 63  | Providence, R.I.-New Bedford, Mass. (39) | 96                    | 82  | 126   |
| Greenville-Spartanburg, S.C.-Asheville, N.C. (37)  | 82                    | 98  | 120 | Quincy, Ill.-Hannibal, Mo. (153)         | —                     | 31  | 31    |
| Greenwood-Greenville, Miss. (170)                  | 29                    | 13  | —   | Raleigh-Durham, N.C. (38)                | 108                   | 109 | 38    |
| Hagerstown, Md. (195)                              | —                     | —   | 16  | Rapid City, S.D. (162) *                 | 22                    | —   | 16    |
| Hanover, N.H.† (Burlington, Vt.-Plattsburgh, N.Y.) | —                     | —   | 12  | Reno (123)                               | 29                    | 21  | 21    |
| Harrisburg-Lancaster-Lebanon-York, Pa. (48)        | 62                    | 60  | 115 | Richmond, Va. (55)                       | 65                    | 83  | 63    |
| Harrisonburg, Va. (197)                            | 17                    | —   | —   | Roanoke-Lynchburg, Va. (69)              | 47                    | 75  | 58    |
| Hartford-New Haven, Conn. (22)                     | 121                   | 184 | 70  | Rochester, Minn.-Mason City, Iowa (141)  | 25                    | 22  | 26    |
| Helena, Mont.† (Great Falls, Mont.)                | —                     | —   | 5   | Rochester, N.Y. (71)                     | 55                    | 63  | 58    |
| Houston (10)                                       | 260                   | 200 | 200 | Rockford, Ill. (111)                     | 31                    | 33  | 28    |
| Huntsville-Decatur-Florence, Ala. (91)             | 44                    | 53  | 38  | Roswell, N.M. (183)                      | —                     | 16  | —     |
| Idaho Falls-Pocatello (157)                        | 13                    | 18  | 17  | Sacramento-Stockton, Calif. (20)         | 134                   | 132 | 158   |
| Indianapolis (25)                                  | 117                   | 134 | 127 | St. Joseph, Mo. (189)                    | 17                    | —   | —     |
| Jackson, Miss. (84)                                | 32                    | 57  | 66  | St. Louis (17)                           | 162                   | 197 | 188   |
| Jackson, Tenn. (185)                               | 30                    | —   | —   | Salinas-Monterey-San Jose, Calif. (110)  | 42                    | 21  | 31    |
| Jacksonville, Fla. (63)                            | 48                    | 89  | 43  | Salisbury, Md. (167)                     | 11                    | 21  | —     |
| Johnstown-Altoona, Pa. (79)                        | —                     | 55  | 81  | Salt Lake City (42)                      | 101                   | 93  | 90    |
| Jonesboro, Ark. (175)                              | 27                    | —   | —   | San Angelo, Tex. (193)                   | —                     | 12  | —     |
| Joplin, Mo.-Pittsburg, Kan. (118)                  | 31                    | 39  | 26  | San Antonio, Tex. (44)                   | 89                    | 109 | 77    |
| Kansas City, Mo. (28)                              | 120                   | 145 | 126 | San Diego (26)                           | 92                    | 114 | 79    |
| Knoxville, Tenn. (59)                              | 68                    | 94  | 46  | San Francisco (5)                        | 277                   | 285 | 272   |
| La Crosse-Eau Claire, Wis. (130)                   | 18                    | 36  | 43  | Santa Barbara-Santa Maria, Calif. (114)  | 21                    | 22  | 15    |
| Lafayette, Ind. (191)                              | —                     | 11  | —   | Sarasota, Fla. (158)                     | 22                    | —   | —     |
| Lafayette, La. (109)                               | 44                    | 59  | —   | Savannah, Ga. (108)                      | 30                    | 46  | 26    |
| Lake Charles, La. (171)                            | —                     | —   | 38  | Seattle-Bellingham-Tacoma (16)           | 175                   | 136 | 170   |
| Lancaster-Lebanon, Pa.† (Hrbrg-Lan-Leb-York, Pa.)  | —                     | 27  | —   | Selma, Ala. (208)                        | —                     | 7   | —     |
| Lansing, Mich. (103)                               | —                     | 63  | 38  | Shreveport, La.-Texarkana, Tex. (53)     | 80                    | 87  | 65    |
| Laredo, Tex. (199)                                 | —                     | 5   | 5   | Sioux City, Iowa (139)                   | 32                    | 14  | 30    |